CANADIAN FILM INSTITUTE

# BULLETIN

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## FILM DISTRIBUTION SERVICES & FILM COUNCILS IN CANADA

In last month's Bulletin Cyril Fry of the Gravenhurst & district Film Council discussed the operations and problems of a local film council in Canada. To enlarge the picture to the national level, here is a brief factual outline of the extent and composition of the film council movement in Canada in relation to distribution services.

What has been described as "the finest voluntary film distribution service in the world" the film council movement is also one of the largest voluntary community services in Canada. There are some 480 film councils serving over 11,000 member groups, embracing film audiences estimated at more than 7,000,000 a year. The combined assets of the film councils, including films and projection equipment, probably amount to something in the vicinity of a half million dollars, and the extent of their role in community activities can be guaged by their estimated services to 100,000 group meetings a year.

Film councils are perforce, highly individual bodies since they serve communities with different needs and character. Some film councils serve extensive rural areas, others serve urban communities through public library facilities. Many film councils belong to local and provincial federations and others are completely independent. In spite of their many differences nearly all have certain functions and characteristics in common - they distribute films to the community or area in which they operate; they provide projection equipment; they train projectionists and often sponsor courses in programming and film use. Basically their common aim is to provide or facilitate the distribution of films, and to stimulate and encourage their wide, effective use.

As the picture differs on the local level it also varies greatly on the regional and provincial level. In Newfoundland, for example, the film council movement is spreading, while other film distribution services are provided by the Department of Education to schools and to some adult groups. Prince Edward Island has two film councils serving Charlottetown and Summerside, and others are active in rural areas as film committees. There is not yet a federation of film councils operating on the island. In Nova Scotia the Federation of Film Councils operates a film pool and members of the federation provide distribution services in their respective areas. There is a large provincial film library operated at Halifax by the Department of Education and serving school and adult groups.

In New Brunswick there is a Federation of Film Councils which operates a film pool for its 18 member councils. There is a large provincial film library operated by the Department of Education and housed in the Teachers College at Fredericton. There is also an extensive French language distribution in the province and to some extent in P.E.I. and Nova Scotia.

There are some Film Councils in Quebec but most distribution services are provided (for English language films) through agencies such as the Montreal Public Library, the Protestant School Board and MacDonald College. French language films are distributed by Laval University and the Provincial Government Film Library (Cine-Photographie). There is a Quebec Federation of Film Libraries which groups 30 film libraries, as well as a number of film councils. This federation operates a circulating exchange and purchase pool.

Ontario has developed one of the most highly organized systems of film distribution in Canada, including many film federations and county film councils operating film pools and distributing NFB basic programs to film circuits. CFI provides extensive service in the province.

Manitoba has two film federations which operate film pools. The Extension Department of the University of Manitoba provides wide film distribution services to rural areas. The Winnipeg Public Library, in co-operation with the Winnipeg Film Council, provides services and equipment to nearly half the population of the province within the boundaries of greater Winnipeg. Libraries such as the Manitoba Co-operative Film Library and the Library of the Provincial Department of Health and Welfare also offer services to the province.

Saskatchewan has two strong and active film federations which operate film purchase pools and sponsor institutes in film use, organized in co-operation with the University of Saskatchewan. The University also operates a provincial film library at Regina, providing films in many subject areas. The Yorkton Film Council is well known for its bi-annual international film festival.

There are six federations of film councils in Alberta operating film pools. All members operate rural film circuits and are strong and active. A film library service has been provided in the province by the University of Alberta since the early 1920's. The provincial government also operates a film library from its Department of Economic Affairs, while the Department of Education operates a film library for schools. In Northern Alberta a circulating film exchange distributes both English and French language films.

Apart from Ontario British Columbiais the only Canadian province which has a provincial film council organization and which is the co-ordinating body for six regional associations and 24 out of 45 local councils. The regional organizations operate film exchanges. The Extension Department of U.B.C. provides a provincial film library service In the Yukon and North West Territories, the Department of Northern Affairs provides a centralized film library service and NWT also has some 12 or more film committees operated, usually by church or school groups.

It can be seen from the foregoing that the film council movement and community film distribution services in Canada are wide and varied. Film councils provide many services and sponsor a variety of activities ranging from training courses to special film showings and film festivals. There is not, as yet, any national body co-ordinating the movement but it is possible that a film council organization at the national level may be in the cards for the not too distant future. There are, however, many problems involved in a project of this kind -- finance, geography, etc. - but it would also have many useful functions such as co-ordinating information services, film exchanges, project sponsorship such as national and regional film conferences, and perhaps, above all, to stimulate new growth for the film council movement in Canada.

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## P U R C H A S I N G  F I L M S ? ? ?

Children's films, films on Health and Industrial subjects and films from other countries may be borrowed for preview with a view to purchase from CFI. Canadian Film Institute now distributes for preview and for purchase the films of....

Brandon Films
Atlantis Productions
Film Associates of California
Weston Woods Studios
Portafilms
Seminar Films
Columbia University, Center for Mass Communication
New York University Film Library
Indiana University
University of California
Australian Government
Legation of Finland
New Zealand Government
Royal Norwegian Legation
United Kingdom Information Service

A bulletin listing new Films For Purchase is issued regularly. If you are not already receiving this please let us know and you will be placed on the mailing list. Back copies are available on request.

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## SAFETY FILMS FOR CHILDREN

Safety lessons are painless when taught by Jimminy Cricket in three films recently added to the National Industrial Film Library. Each film is sound, colour, with a running time of eight minutes. The titles are ....I'M NO FOOL IN WATER....I'M NO FOOL WITH A BICYCLE.... I'M NO FOOL WITH FIRE.

## FILM LISTS

Special Film Lists -- Fire Prevention and Productivity-- just revised.
A list of eight films on Alcoholism has just been prepared.

## NEW FILMS

ANGER AT WORK 21 mins. sd. b&w
Produced by University of Oklahoma - 1956
Explains the "headache switch", one of the mental mechanisms of man's personality which induces displacement of anger onto other men and impairs efficiency in everyday living. Dramatized incidents depict techniques which individuals have developed for handling anger, resentment and frustration.

MIKE MAKES HIS MARK 29 mins. sd. b&w
Produced for the National Education Assn. - 1955
The story of a boy who hated school and how his teacher, working with the counsellor, finds ways to interest him in music and electronics. Eventually he recognises the value of remaining in school.

HEART OF ENGLAND 20 mins. sd. b&w
Produced by British Transport Films - 1955
The film traces life of the Cotswold countryside, in the very center of England, through the four seasons of the year.

AUTOMATION 84 mins. sd. b&w
Produced for the McGraw-Hill Book Company
Explores the many problems connected with the revolutionary development of automation and shows automation at work in industries ranging from aviation to baking. (From E.R. Murrow's TV program 'See It Now')

CALL IT ....REHABILITATION 30 mins. sd. b&w
Produced by National Film Board - 1956
The story of how an imaginary, but typical, Canadian community might co-ordinate its resources, with federal and provincial government aid, to provide full rehabilitation services for its disabled citizens.

MAKING A WORK SAMPLING STUDY 23 mins. sd. col.
Produced by the University of California - 1957
Designed to show in some detail how a work sampling study is made. The following are some of the steps used in making the work sampling study: definition of the problem, preparatory steps, designing the study, making the observations, analyzing and summarazing the data, and reporting the results.

THORNECLIFFE 24 mins. sd. b&w
Produced for the United Kingdom Information Services
In the 18th century iron ore was discovered in the Thorncliffe Valley near Sheffield. Today it is a thriving industrial community providing work and recreation for the people of the valley and hundreds of products for Britain and overseas markets.

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## UNESCO FILMSTRIPS

CFI has been advised that preparations are underway for the release and distribution of UNESCO filmstrips. The filmstrips deal with the aims and activities of UNESCO. Two titles shortly to be released are UNESCO FABLES and THE BRIDGE UNESCO BUILDS. Inquiries about these filmstrips should be directed to UNESCO PUBLICATIONS CENTER, 801 Third Avenue, New York 22, N.Y. Attention Rohama Lee.

NOTE
Please send us your new catalogues, supplements and films lists as soon as they are released, so that we may keep our card catalogue on films available in Canada up to date.